

SUCCESSFUL ESD ELECTIONS

CLIFF AVERY
GCP Association Services, LLC

SAFE-D Webcast

Dec. 11, 2017

ESD Elections

- Commissioner
- Creation/Overlay
 - Annexation
 - Tax Cap
- Bond issue
- Sales Tax



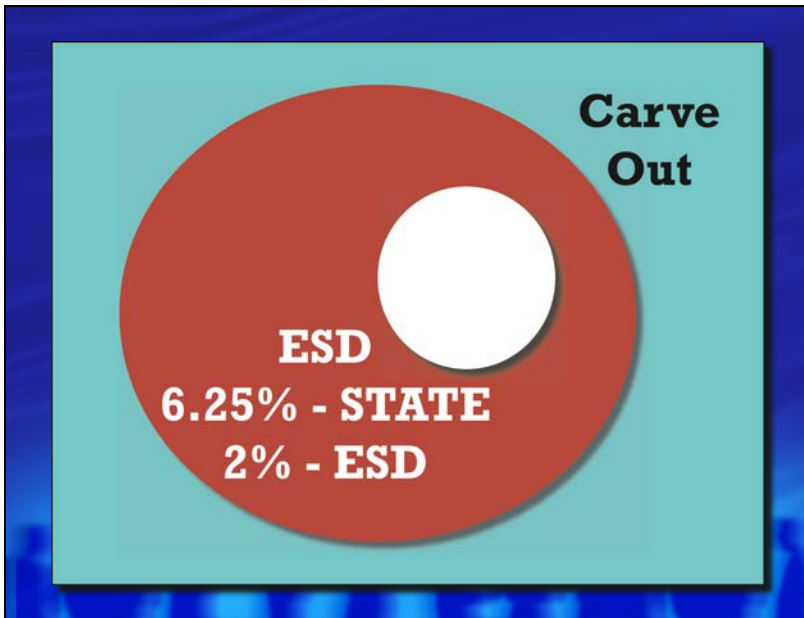
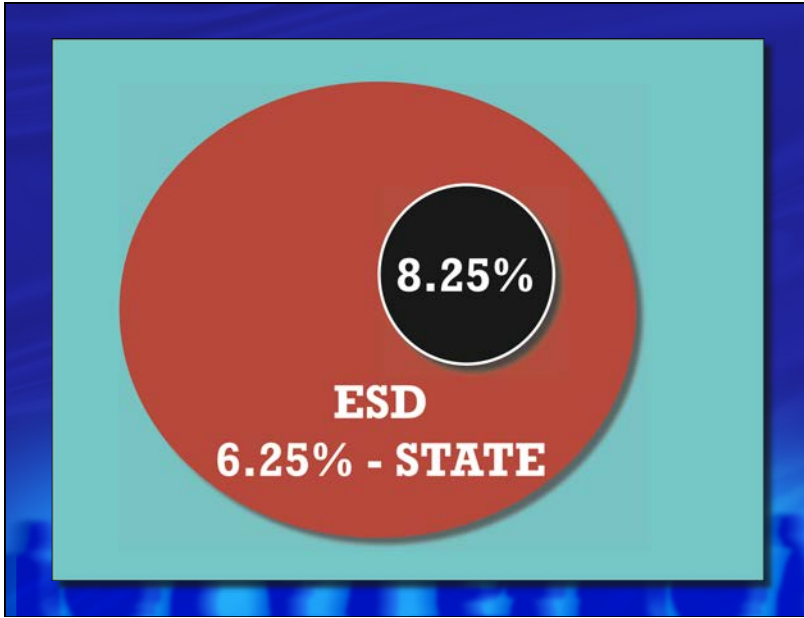
Why SALES TAX?

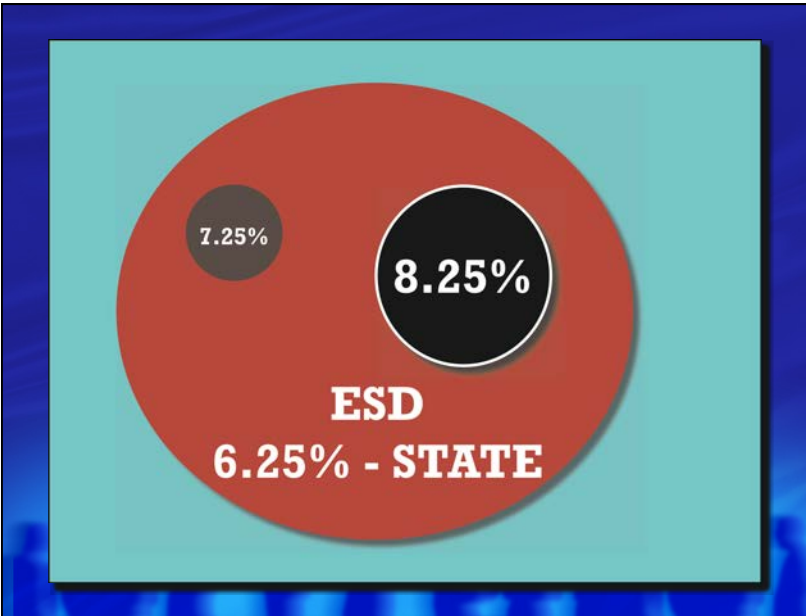
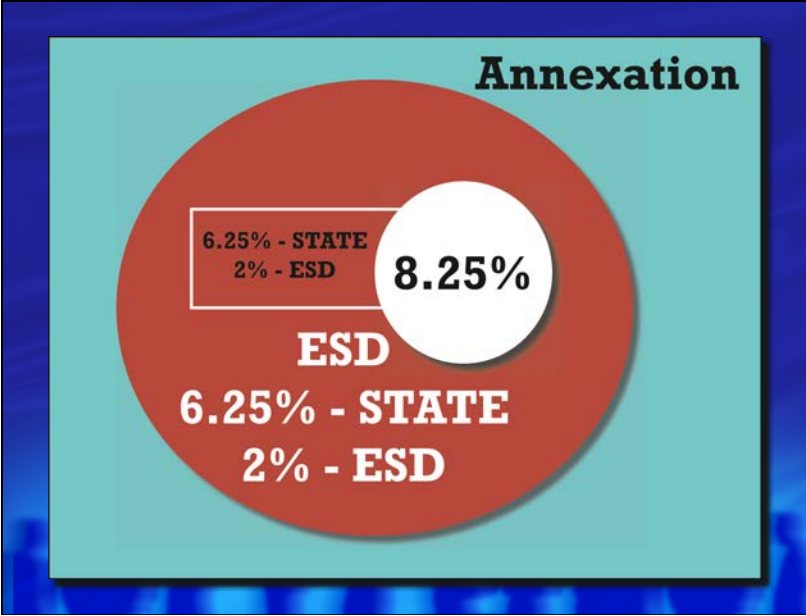
**After 2007 Legislation,
ESDs have a unique ability
To levy a sales tax**

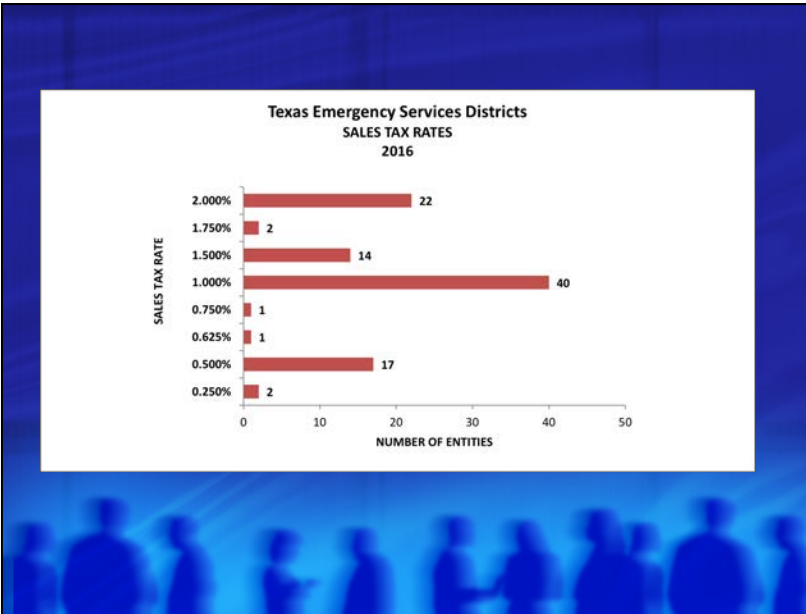
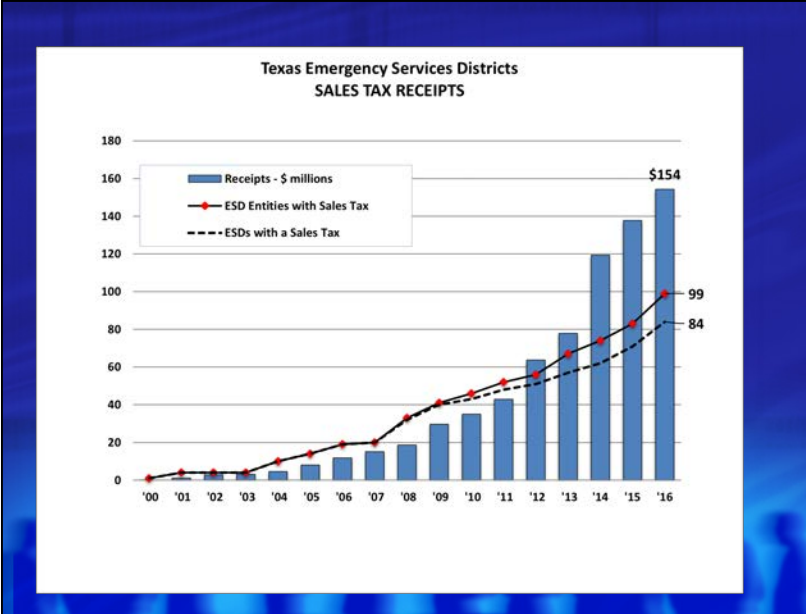


Why SALES TAX?

THE CARVE-OUT

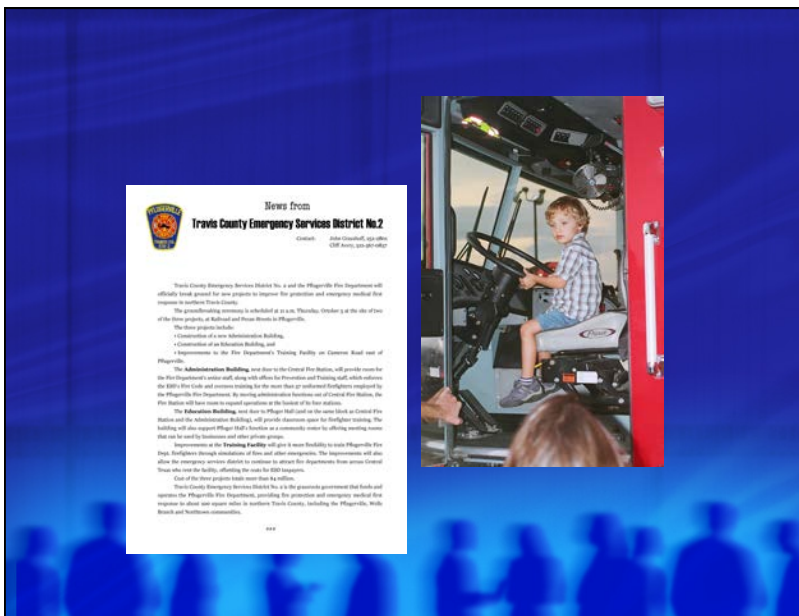






TEN STEPS to a SUCCESSFUL ELECTION

1. Build relationships.



News from
Travis County Emergency Services District No. 2
Created: 10/20/2008 10:21:00 AM
CIS: news, 101-201-1012

Travis County Emergency Services District No. 2 and the Pflugerville Fire Department will officially break ground for new projects to improve fire protection and emergency medical fire response in central Travis County.

The groundbreaking ceremony is scheduled for 10 a.m. Thursday, October 9 at the site of two of the new projects at Walnut and Texas Branch in Pflugerville.

The three projects include:

- Construction of a new Administration Building,
- Construction of an Education Building, and
- Improvements to the Fire Department's Training Facility on Elmwood Road east of Pflugerville.


The **Administration Building**, now close to the Central Fire Station, will provide room for the Fire Department's various staff along with offices for Operations and Training staff, administrative offices for the Fire Chief and various training for the more than 200 volunteer firefighters employed by the Pflugerville Fire Department. In meeting administrative functions east of Central Fire Station, the Fire Station will have more to expand operations at the location of its fire station.

The **Education Building**, now close to Pflugerville that east on the new road at Central Fire Station and the Administration Building, will provide classroom space for firefighter training. The building will also support Pflugerville's function as a community center by offering meeting rooms that can be used by businesses and other private groups.

Improvements to the **Training Facility** will give it more flexibility to train Pflugerville Fire Dept. firefighters through simulations of fire and other emergencies. The improvements will also allow the emergency service district to continue to attract fire departments from across Central Texas who use the facility, offering the area for EMS training.

One of three projects under construction by the district.

The Travis County Emergency Services District No. 2 is the general government that funds and operates the Pflugerville Fire Department, providing the protection and emergency medical fire response for about one square mile in southern Travis County, including the Pflugerville, Walnut Branch and Southern communities.



CANYON LAKE
FIRE / EMS

ANNUAL REPORT FROM COMAL COUNTY ESD #3
2011 EDITION

Poised for the Future



New station to open doors this summer

With the completion of Station No. 3 in Grand View this summer, Comal County ESD No. 3 is nearing the end of its three-year capital expenditure program.

Station No. 3 will become the second new station constructed as part of the program. ESD3 opened its Station No. 1 in 2008.

Station No. 3's replacement construction began "60 days ago in the community for the delay," said ESD3 Board Fire Chief Wertz. "We are working with our architect to make sure that we remove any part and open the new station as soon as possible."

In other capital projects, ESD3 has added multiple fire engines - at Station No. 2 and No. 3 - and purchased two new pumpers which will be in the station.

Thanks in part to the new station, ESD3 operating.com, Canyon Lake Fire/EMS, has been able to cut its average response to 8 minutes.

As the capital program winds down, ESD3 is taking a breather and plans no major rebuilding. That's partly because of the economy and partly because ESD3 is in the middle of its property tax run.

MORE STAFF NEEDED

Over ESD3 which can only be increased because they plan to add staff. Currently ESD3 employs 44 paid staff including 20 operational firefighters on duty.

In the number of calls received in 2010, more staff will be needed to avoid "same zero," when all personnel are out on calls.

Continued on Page 4 "Capital Program"

Almost 75% of ESD3 calls seek medical assistance

In 2010, almost three out of every four calls that ESD3 received were for medical assistance.

Canyon Lake Fire/EMS, the operating arm of ESD3, responded to 2,519 calls during the year. That means that on calls per day for the last year. Of those, 1,770 were medical calls. That could range from a major catastrophic accident to a heart attack to someone who was simply ill or injured.

No matter what the call is, the firefighters have to be ready to provide the emergency treatment that can help people who need it get to a hospital and a doctor. Canyon Lake Fire/EMS personnel arrive on the scene with ambulances in more than 100 medical procedures or "procedures."

The cost more than 40 different drugs that may be required to be administered. Of course, all those drugs have shelf lives. When they expire, they are disposed of, and expensive equipment must be purchased.

ESD3 doesn't know what the year '11 call will be, but it knows this: With the help of donors who help to pay for the demand for emergency medical services, it's not going to do more any time soon.

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Chiff Avery



Supporters of Van Zandt County Emergency Service District #3

79 likes

Community

On the May 2011 Ballot- Van Zandt County Emergency Service District #3

About Photos Likes

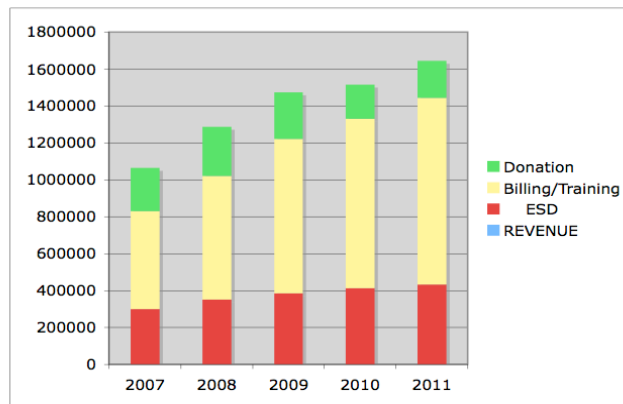
Highlights

Post Photo / Video

TEN STEPS to a SUCCESSFUL ELECTION

2. Plan ahead.

Projected Revenues



South Hays County Emergency Services District No. 3

South Hays Fire Department

Strategic Plan 2009-2011

Executive Summary

The South Hays County Emergency Services District is the grassroots government responsible for providing fire protection and emergency medical first response in a 150-sq. mile area in southern Hays County Texas. Established in 2006, the District funds and operates the South Hays Fire Department. The District operates four fire stations.

During the summer and fall of 2006, the District Board of Commissioners, all residents of the District, met with the Fire Chief and senior volunteer firefighters to develop a strategic plan for the next five years of operations.

The District employs the Fire Chief and an Office Manager. The District relies on volunteer firefighters for the manpower necessary to accomplish its mission: the protection of lives and property in southern Hays County. The District faces many of the same challenges faced by emergency service districts in suburban and transitional parts of the state – increased requirements to recruit and retain volunteers.

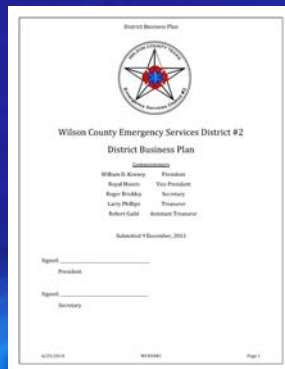
Even so, the District's ad valorem tax rate is capped at 20 cents per \$100 of property value, and the prospects for a Constitutional amendment raising that ceiling appear unlikely. Because of this, the Board of Commissioners determined that the District, for the foreseeable future, could not reasonably expect to offset the costs of moving to a paid force of rank-and-file firefighters.

The Board then adopted the strategy of making the volunteer firefighters more productive – giving them the tools to do more with less manpower. As with any industry, the way to increase productivity is to adopt and implement technology. The Board determined that, over the next five years, the District will:

- Replace obsolete fire engines with new engines that include advanced firefighting capabilities.
- Acquire new firefighting and emergency medical technology.
- Acquire land for a new station to speed access to southern areas of the district.

Although these alternatives are less expensive than a paid, 24/7 corps of firefighters, they do involve costs. Given that the District is at its property tax cap,

www.wcesd2tx.us/about



TEN STEPS to a SUCCESSFUL ELECTION

3. Give people a chance to comment.

NEWS FROM COMAL COUNTY ESD #6 FIRE/EMS UPDATE JANUARY 2011

YOU'RE INVITED

Town Hall Meeting on emergency services Feb. 8

Learn more about your fire and EMS profession.

7 p.m. Feb. 8
Bracken VFD
Central Station
23600 FM 3000

When you hear in on fire or someone is reflecting a heart attack, you call for help.

For residents in a 77-sq.-mi. area around Garden Ridge, it's the job of Comal County Emergency Services District No. 6 (ESD#6)

to make sure that the call is answered promptly.

To learn more about maintaining and improving the emergency services you rely on, residents of southwestern Comal County are invited to a Town Hall Meeting at 7 p.m. Feb. 8 at the Bracken Volunteer Fire Department's Central Station, 23600 FM 3000 in Garden Ridge.

The Town Hall meeting follows months of strategic planning by the five-member Board of Commissioners that oversees ESD#6. ESD#6 administrators found a critical need for new measures to protect residents.

ESD#6 leads operations of the Bracken Volunteer Fire Department for firefighting and emergency medical first response and collaborates with Roberts ESD to provide ambulance service to ESD#6's area.

To find the needs of the area and ESD#6, Commissioners may ask voters to raise the selling on the property tax if it is approved. (Continued on Page 4 "Meetings")



All in a day's work...
Bracken VFD firefighters face more than grass fires. They may have to handle hazardous materials as a result of a train wreck. Or they may face the challenge of extracting a victim from a car pile-up or a highway crowded with construction. Comal County ESD #6 provides more than 90 percent of the funding for firefighting to meet these challenges.

Fire and EMS face more calls, more demands on service

As more people move into the area between San Antonio and Austin, there are more calls for help.

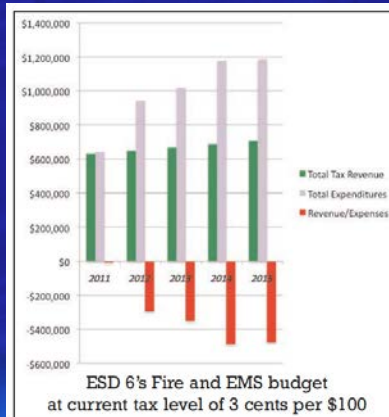
Along with the influx of more calls, there's the budgetary strain of dealing with unmet needs from lawmakers and legislators.

In 2009, Roberts ESD responded to how this was medical calls. By the end of the decade, it was averaging more than 200 calls a year.

Bracken Volunteer Fire Department answered 244 calls in 2007. It responded to more than 300 in 2009. That was a spike, but even with a slight decrease in 2010, the fire department is averaging more than 300 calls a year. (Continued on Page 4 "Meetings")

TEN STEPS to a SUCCESSFUL ELECTION

4. Account for the money.



Budget shortfall could eventually erode services

Requirements to improve service and keep firefighters safe will add to Bracken VFD's budget. The fire department already pursues grants aggressively and raises money through its annual Firefighter's Festival and donations. But the bulk of its funds — more than 92 percent — comes from ESD6 taxes. ESD6 sales tax revenues have been flattened by the recession and the growth of no-tax online purchasing. The ESD is already taxing at the maximum property tax it can tax without voter approval. Projecting a modest growth in sales taxes and the maximum tax rate, ESD6 will go more than \$400,000 in the red by 2014 and 2015 as it tries to fund the fire department requirements and pay for Schertz EMS service. The option, without more revenues, is to allow services to erode, which means longer waits for a fire engine or ambulance if you need help.



**TEN STEPS to
a SUCCESSFUL ELECTION**

**5. If you're an ESD –
don't electioneer.**



**TEN STEPS to
a SUCCESSFUL ELECTION**

**6. Find ways to keep
people informed.**

QUICK FACTS

Who: Voters in Hays County Emergency Services District No. 6, outside the City of Dripping Springs.

Where: Northern third of Hays County, including Hardy, Dripping and areas outside the City of Dripping Springs.

What: SALES TAX ELECTION

To improve fire protection, the ESD, after developing a long-term strategic plan, is asking voter authority to levy a one-cent sales tax in the district, outside the City of Dripping Springs and the Village of Bear Creek.

When: **ELECTION DAY**
7am-7pm, May 2

For a list of Election Day polling places go to: <http://www.electionsonline.hays.tx.us> and click on the "November 3, 2009 Election Information" tab at the left of the page.

EARLY VOTING
Oct. 19 - Oct. 30
Except Sundays and Legal Holidays

Early Voting Main Location
Hays County Election Administration Office
401-C Broadway, San Marcos
Hours: 7am-7pm Mondays, Oct. 19 and 26
11am-4pm Saturdays, Oct. 21

In-District Early Voting
Dripping Springs ESD Office
510 W. Moore St., Dripping Springs
11am-7pm Saturdays, Oct. 21
11am-7pm Tuesdays, Oct. 27

For a list of Early Voting polling places go to: <http://www.electionsonline.hays.tx.us> and click on the "November 3, 2009 Election Information" tab at the left of the page.

PREFERRED FIRST CLASS
U.S. MAIL PERMIT
SAN MARCOS, TEXAS
PERMIT NO. 1

Hays County Emergency Services District No. 6
401-C Broadway, San Marcos, Texas 78666
PO Box 1182, San Marcos, Texas 78666
Phone: 512-894-0704 • Fax: 512-894-0705

*Deciding the future
of your fire service*

**Questions
and Answers**

**Fire
Protection
Election**

Early voting:
Oct. 19-Oct. 30

Election day:
7am-7pm
Tuesday, Nov. 3

TEN STEPS to a SUCCESSFUL ELECTION

7. Stay on message.

TEN STEPS to a SUCCESSFUL ELECTION

8. Find your allies.

Need a speaker? We can help

If your club, church, civic organization or youth group needs a speaker, CCESD1 and Bulverde Spring Branch EMS can help.

We'd be happy to tell you about the service we provide. We can explain the challenges we face as we try to assure that when you're sick or injured...an ambulance will be there in minutes.

To arrange a speaker, call Mechelle Salmon at 830-980-9452 or msalmon@bsbems.org.

TEN STEPS to a SUCCESSFUL ELECTION

9. Get people to the polls.

**Williamson County ESD No. 1
Fire Protection Election**

Vote Tuesday, Nov. 8

Polling places: www.jvfd.org


TEN STEPS to a SUCCESSFUL ELECTION

10. Keep building relationships.

ESD Elections

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- Bond issue
- Sales Tax

...ROLLBACK ELECTIONS?

- 
1. Build relationships.
 2. Plan ahead.
 3. Allow people to comment.
 4. Account for the money.
 5. Don't electioneer.
 6. Find ways to keep people informed.
 7. Stay on message.
 8. Find your allies.
 9. Get people to the polls.
 10. Keep building relationships.

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